

the persecution of Philip Mills Jones and his associates on the Publication Committee, and the final triumph of the infant publication, and vindication of the principle which gave it birth.

That the American Medical Association subsequently claimed the credit for having sponsored the principle of ethical advertising detracts in no measure from the fact that our *STATE JOURNAL* initiated and carried to a successful issue the fight for ethical advertising against the powerful *Journal of the American Medical Association*. I do not know if the charge in this editorial that we have erred in having "published advertisements for six nonaccepted products" is true, nor do I know whether or not we accept the interpretation of the Council on Pharmacy and Chemistry of the American Medical Association as our authority for what constitutes ethical preparations.

It would seem to me, however, that this incident might be considered justification for presenting to your readers a résumé of the early history of our *JOURNAL* and of the splendid fight Philip Mills Jones made for ethical advertising. We owe that aggressive pioneer much for his devotion to the principles of ethical medicine, and I know you thoroughly agree with me that much of the present usefulness of our *JOURNAL* is due to the wise guidance of Philip Mills Jones during its formative period.

With best wishes and the season's greetings,

Cordially yours,

(Signed) GEORGE H. EVANS.

Bohemian Club, San Francisco.

TWO RECENT "CALIFORNIA AND WESTERN MEDICINE" ARTICLES ON MEDICAL PRACTICE

Two Articles Worthy of Perusal.—CALIFORNIA AND WESTERN MEDICINE for December, presented as its leading articles two papers given at the seventy-fifth anniversary of the San Francisco County Medical Society—one by Dr. A. J. J. Rourke of San Francisco, on "Medical Practice of the Future," and the other by Dr. Morris Fishbein of Chicago, on "Medical Practice: Its Evolution."

While the article by Doctor Fishbein gave comment on general historical trends, that of Doctor Rourke dealt with more recent activities; and, in addition, in its conclusions, mentioned in definite terms the author's opinions on national and California experiments, also outlined decisions which must be made by physicians, and gave specific recommendations in relation to the needs of Organized Medicine, in both its national and California relationships.

The attention of readers is called to these articles since they present facts and observations of importance, worthy of careful consideration by every physician who would be alert to what is taking place in medical practice. The suggestion is also submitted, that these two papers might well be made the subject of a review by every county medical society, a general discussion to follow the com-

mentator's remarks. It is through such frank discussion among ourselves that we, as physicians, will better prepare ourselves to educate our lay friends concerning the worth and aspirations of Organized and Scientific Medicine.

PUBLIC RELATIONS SURVEY CONCERNING MEDICAL PRACTICE

Report Will Be Made on California Medical Association Survey of Public Opinion in Relation to Medicine.—CALIFORNIA AND WESTERN MEDICINE for November, on page 255, under the above caption presented editorial comment on the California Medical Association Council action outlined under Item 5 on page 273 of that issue.

For the information of California Medical Association members, the following preliminary report received from Foote, Cone & Belding is appended:

"Interviewing has been completed on the Public Opinion Survey authorized by the Council of the California Medical Society at its meeting October 10, 1943. Tabulation is being rapidly completed. It is expected that reports will be mailed to California Medical Association Council members on the 16th of January.

"Foote, Cone & Belding, which is conducting the Survey for the Association, reports an unusual enthusiasm on the part of the public to express its views on medical matters. This eagerness has been encountered universally in every part of the State, and among all occupational and income groups.

"While unwilling to commit themselves fully prior to the release of the completed survey and the report which they will make personally to the Council at its January 23 meeting, executives of Foote, Cone & Belding responsible for handling the Survey indicate that public relations problems of the medical profession are better than had been thought."

MEDICAL EPONYM

Hines-Brown Test

This test is described by Drs. Edgar A. Hines, Jr. (b. 1906) and George E. Brown (1885-1935) in an account entitled "A Standard Stimulus for Measuring Vasomotor Reactions: Its Application in the Study of Hypertension," which appeared in the *Proceedings of the Staff Meetings of the Mayo Clinic* (7:332-335, 1932). A portion of the article follows:

"The subject is placed at rest for twenty minutes and the blood pressure is taken every five minutes until a constant level is obtained. Then one hand is immersed above the wrist in ice water for twenty to thirty seconds. The temperature of the water varies from 4 degrees to 5 degrees C. The systolic and diastolic blood pressures immediately rise, and then return to the basal level in from one to two minutes. . . .

"It was found that among subjects . . . with organic forms of hypertension, the average increase of systolic and diastolic pressures was greatest for all the subjects studied. . . ."

A later report on the results of this test in 571 normal and hypertensive subjects appears in the *American Heart Journal* (11:1-9, 1936).—R. W. B., in the *New England Journal of Medicine*.